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PRESTASI PELANCONGAN DOMESTIK DI MALAYSIA PADA SUKU PERTAMA 2025 DAN TAHUNAN 2024

Perbelanjaan pelawat domestik Malaysia melonjak sebanyak 22.1 peratus kepada RM29.4 bilion pada suku pertama 2025

PUTRAJAYA, 19 JUN 2025 – Perbelanjaan pelancongan domestik bagi suku pertama 2025 merekodkan RM29.4 bilion, meningkat 22.1 peratus tahun ke tahun. Bilangan pelawat domestik di Malaysia mengalami lonjakan yang ketara untuk merekodkan 69.7 juta pelawat domestik bagi suku tahun pertama 2025, meningkat 18.9 peratus berbanding suku yang sama tahun sebelumnya. Sementara itu, bagi perbandingan suku tahun ke suku tahun, pelawat domestik meningkat 4.3 peratus berbanding suku keempat 2024. Bilangan pelancong domestik pada suku tahun pertama 2025 meningkat 37.6 peratus berbanding suku tahun pertama 2024, mencatatkan 25.2 juta pelancong. Statistik ini diketengahkan dalam **SURVEI PELANCONGAN DOMESTIK MALAYSIA (DTS) 2024 DAN BULETIN SURVEI PELANCONGAN DOMESTIK MALAYSIA (DTS), SUKU TAHUN PERTAMA 2025** yang diterbitkan oleh Jabatan Perangkaan Malaysia (DOSM) pada hari ini. Laporan itu turut membentangkan statistik tahunan berkaitan ketibaan pelawat, perbelanjaan pelancongan, corak perjalanan dan profil sosial & demografi pelawat domestik pada tahun 2024.

Sektor pelancongan domestik Malaysia merekodkan pertumbuhan yang ketara pada 2024, dengan jumlah perbelanjaan pelawat domestik mencecah RM106.7 bilion, meningkat 25.6 peratus daripada RM84.9 bilion pada 2023. Pertumbuhan ini disokong oleh peningkatan perbelanjaan daripada pelancong dan pelawat harian, masing-masing mencatatkan kadar pertumbuhan 20.6 peratus dan 33.8 peratus. Pelancong kekal sebagai penyumbang terbesar jumlah perbelanjaan dengan 59.0 peratus, walaupun terdapat pertumbuhan perlahan daripada 61.5 peratus pada tahun sebelumnya. Purata tempoh penginapan meningkat secara sederhana kepada 2.49 malam pada 2024 daripada 2.45 malam pada 2023, menunjukkan peningkatan dalam bilangan hari bermalam bagi perjalanan domestik.

Ketua Perangkawan Malaysia, Dato' Sri Dr. Mohd. Uzir Mahidin menyatakan bahawa bilangan pelawat domestik telah meningkat 21.7 peratus untuk mencatatkan 260.1 juta pelawat pada 2024 berbanding 213.7 juta pada 2023. Peningkatan dalam aktiviti perjalanan domestik ini disokong oleh faktor bermusim pada suku pertama, termasuk sambutan Tahun Baharu Cina, bulan Ramadan dan persiapan Hari Raya Aidilfitri serta cuti sekolah yang menyumbang kepada peningkatan pergerakan dan perbelanjaan berkaitan pelancongan.

Bagi mod pengangkutan, 97.6 peratus pelawat domestik menggunakan pengangkutan darat, manakala perjalanan udara hanya menyumbang 2.1 peratus. Dari segi pemilihan penginapan, 60.4 peratus pelancong menginap bersama saudara-mara dan rakan. Sementara itu, kadar pelancong yang memilih penginapan berbayar meningkat dengan penginapan di hotel mewakili 21.7 peratus daripada penginapan bermalam dan penggunaan homestay meningkat daripada 6.7 peratus pada 2023 kepada 8.6 peratus pada 2024. Melawat saudara-mara dan rakan kekal sebagai tujuan utama perjalanan domestik, menyumbang 34.6 peratus daripada bilangan perjalanan pada 2024, meningkat daripada 33.6 peratus pada 2023. Sebaliknya, perjalanan bertujuan untuk membeli-belah merosot kepada 27.6 peratus daripada 32.6 peratus pada tahun sebelumnya. Walau bagaimanapun, membeli-belah kekal menjadi kategori perbelanjaan yang terbesar, mencatatkan 37.4 peratus daripada jumlah perbelanjaan pelancongan domestik, diikuti

oleh makanan dan minuman dengan 16.2 peratus dan pembelian bahan api kenderaan dengan 12.7 peratus.

Di peringkat negeri, Selangor merupakan negeri yang paling kerap dikunjungi, menarik 34.5 juta pelawat domestik, diikuti oleh Wilayah Persekutuan Kuala Lumpur dengan 27.0 juta pelawat domestik dan Perak dengan 21.8 juta pelawat domestik. Selain itu, Perak telah mengalami peningkatan yang ketara dalam ketibaan pelancong, meningkat sebanyak 36.1 peratus kepada 10.2 juta pada 2024 daripada 7.5 juta pada 2023. Secara keseluruhannya, sektor pelancongan domestik Malaysia pada 2024 menunjukkan pertumbuhan yang kukuh dan pesat, didorong oleh peningkatan bilangan pelawat, perbelanjaan yang lebih tinggi dan perubahan dalam corak perjalanan. Walaupun tujuan perjalanan melawat saudara mara kekal dominan, minat yang semakin meningkat terhadap pelancongan yang berasaskan rekreasi, program dan pengalaman mencerminkan pasaran yang semakin dinamik dan pelbagai.

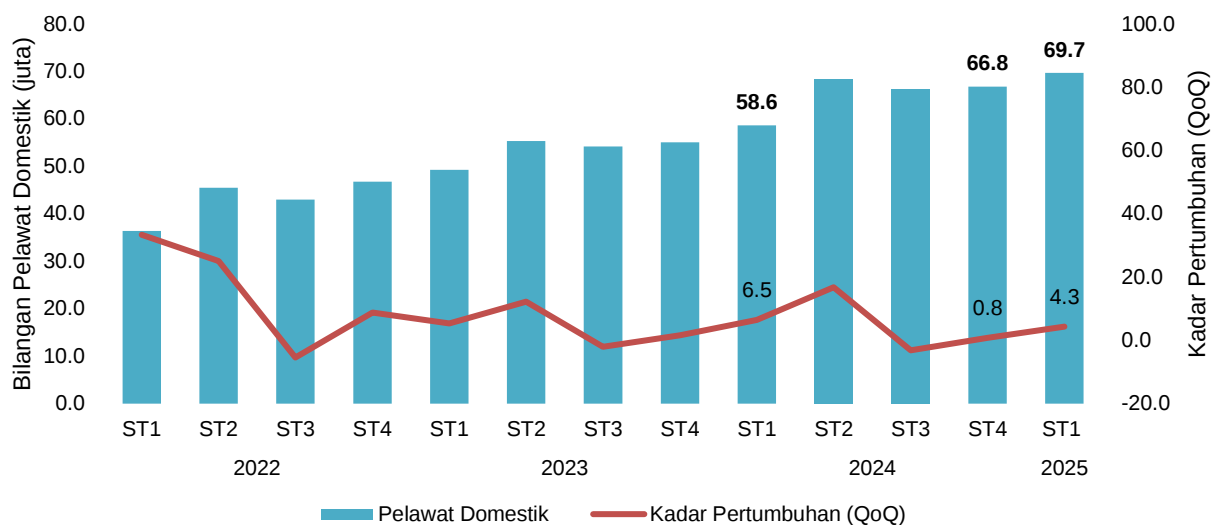
Kepengerusian ASEAN-Malaysia 2025: Jabatan Perangkaan Malaysia (DOSM) akan mempengerusikan Jawatankuasa Sistem Statistik Komuniti ASEAN Ke-15 (ACSS15) yang bertujuan untuk memperkukuh kerjasama statistik ke arah pembangunan serantau yang mampan.

Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan *Open Data Inventory* (ODIN) 2024/25 yang dikeluarkan oleh *Open Data Watch* (ODW), mengatasi 198 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

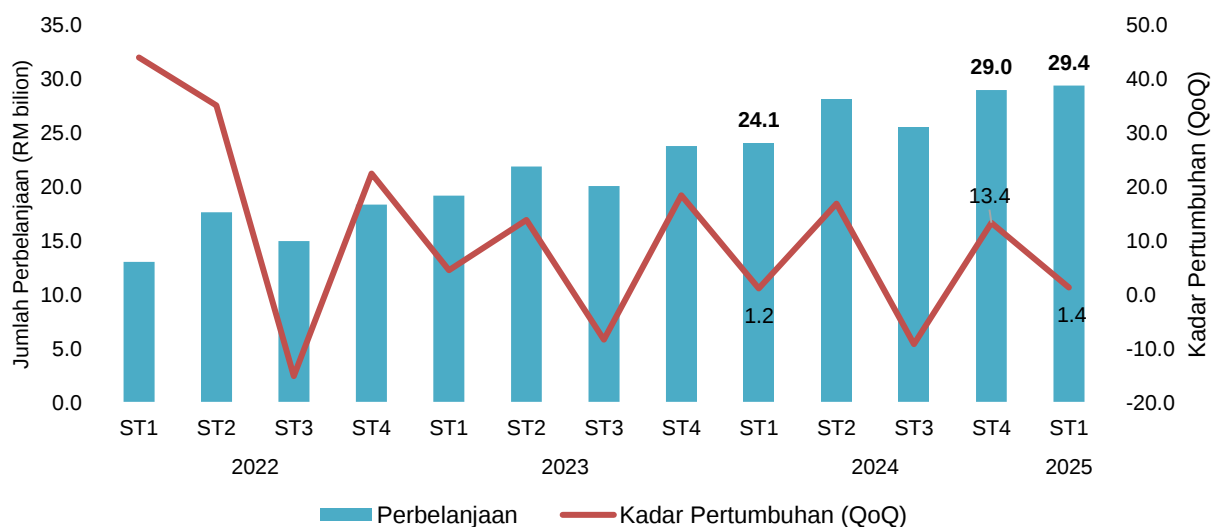
Kerajaan Malaysia telah mengisytiharkan 20 Oktober sebagai Hari Statistik Negara (MyStats Day), dengan tema 'Statistik Nadi Kehidupan.' Sementara itu, Hari Statistik Dunia Keempat akan disambut pada 20 Oktober 2025 dengan tema '*Driving Change with Quality Statistics and Data for Everyone*'.

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

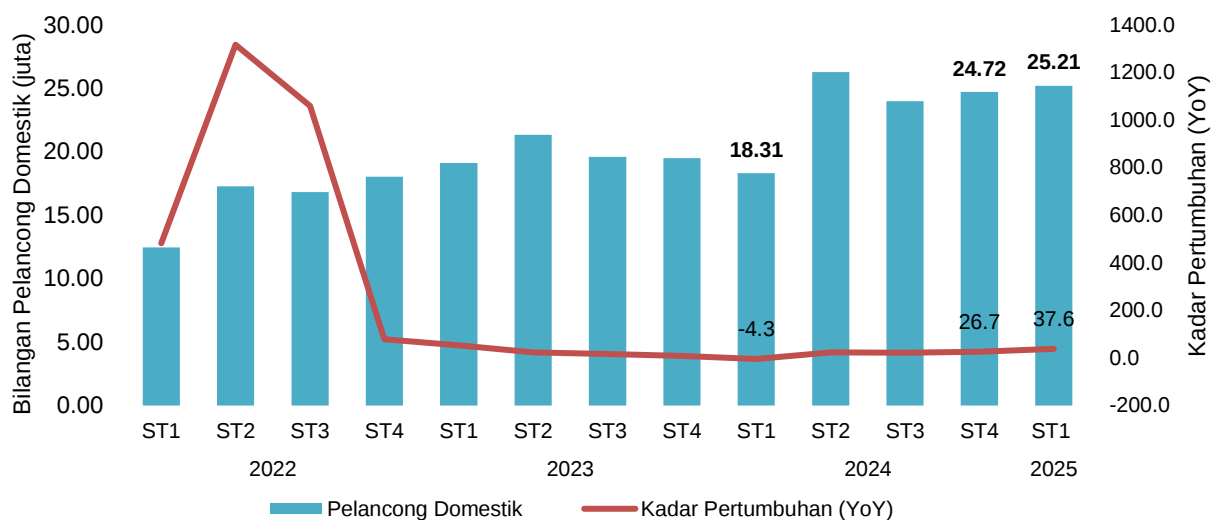
Carta 1: Bilangan Pelawat Domestik mengikut Suku Tahun, 2022 – 2025



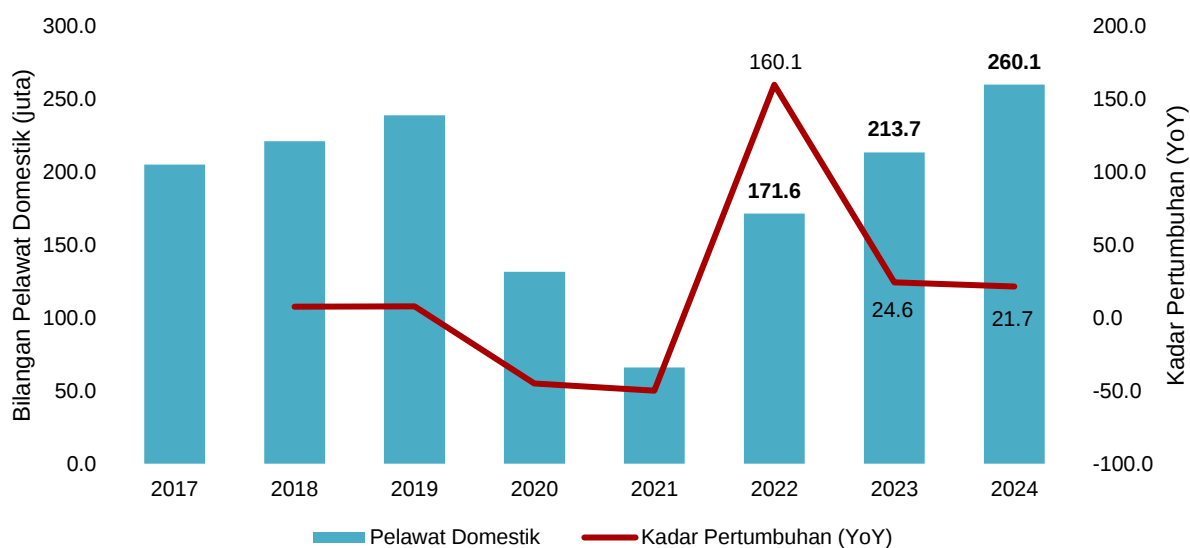
Carta 2: Jumlah Perbelanjaan Pelancongan Domestik mengikut Suku Tahun, 2022 – 2025



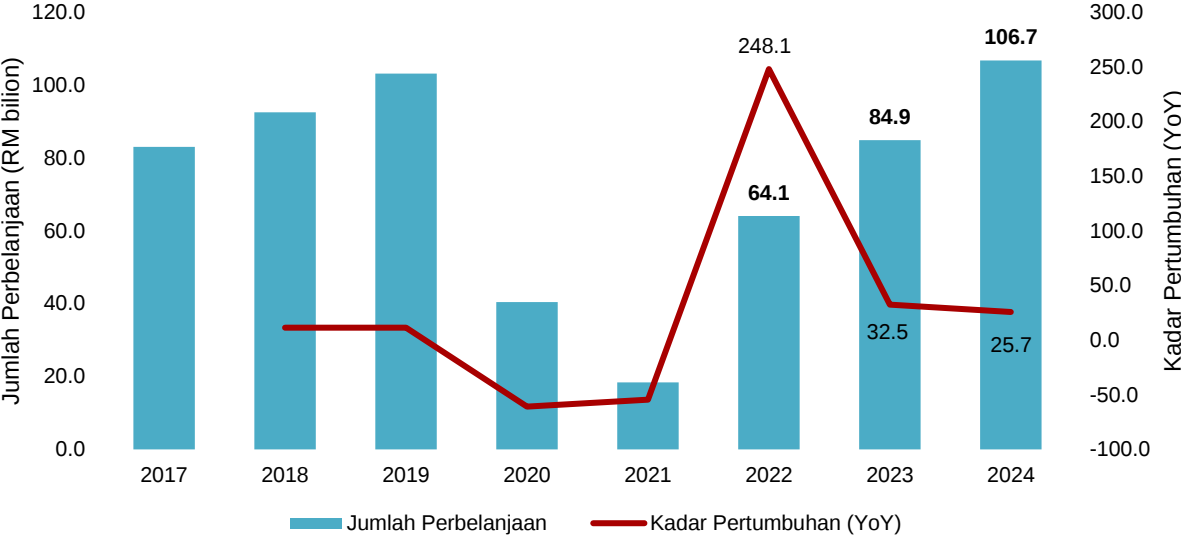
Carta 3: Bilangan Pelancong Domestik mengikut Suku Tahun, 2022 – 2025



Carta 4: Bilangan Pelawat Domestik di Malaysia, 2017 – 2024



Carta 5: Jumlah Perbelanjaan Pelawat Domestik di Malaysia, 2017 – 2024



Jadual 1: Taburan Peratus Pelancong mengikut Jenis Penginapan, 2020 - 2024

Jenis Penginapan	Peratus (%)				
	2020	2021	2022	2023	2024
Jumlah	100.0	100.0	100.0	100.0	100.0
Rumah saudara-mara & rakan	65.1	58.6	67.9	61.3	60.4
Hotel	24.1	29.5	21.2	22.3	21.7
Chalet	0.8	3.1	1.9	3.1	2.0
Apartmen	2.3	2.6	3.3	3.9	4.7
Inap desa/ Rumah percutian	3.8	4.5	3.4	6.7	8.6
Rumah rehat	3.9	1.7	2.3	2.7	2.6

Jadual 2: Taburan Peratus Pelawat Domestik mengikut Mod Pengangkutan, 2020 - 2024

Mod Pengangkutan	2020	2021	2022	2023	2024
	Pelawat	Pelawat	Pelawat	Pelawat	Pelawat
	(%)	(%)	(%)	(%)	(%)
Jumlah	100.0	100.0	100.0	100.0	100.0
Udara	1.0	1.1	1.7	1.8	2.1
Air	0.4	0.3	0.3	0.3	0.3
Darat	98.6	98.6	98.0	97.9	97.6
Kenderaan persendirian	95.2	97.2	96.7	91.7	90.9
Teksi	2.0	1.3	1.8	4.6	4.1
Bas	2.4	1.1	0.8	3.2	3.9
Kereta api	0.4	0.4	0.7	0.5	1.1

Jadual 3: Perjalanan Pelancongan Domestik mengikut Tujuan Utama, 2020 – 2024

Tujuan	2020	2021	2022	2023	2024
	Peratus Sumbangan (%)				
Melawat saudara-mara & rakan	32.0	24.2	33.7	33.6	34.6
Membeli-belah	42.3	36.4	29.9	32.6	27.6
Percutian/ mengisi masa lapang/ berehat	16.9	15.5	16.4	17.9	14.6
Perjalanan insentif/ lain-lain	1.4	5.4	8.9	5.4	10.7
Hiburan/ menghadiri acara khas/ sukan	1.7	6.6	5.0	4.8	5.7
Rawatan perubatan/ penjagaan diri	4.2	10.3	4.4	3.9	4.5
Amal ibadat/ melawat rumah ibadat	0.6	0.4	0.9	1.1	1.5
Urusan rasmi/ perniagaan/ pendidikan	0.9	1.2	0.8	0.7	0.8
Jumlah	100.0	100.0	100.0	100.0	100.0

Dikeluarkan oleh:

PEJABAT KETUA PERANGKAWAN MALAYSIA
JABATAN PERANGKAAN MALAYSIA
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PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN FIRST QUARTER 2025 AND ANNUAL 2024

Malaysia's domestic visitor expenditure soared by 22.1 per cent to RM29.4 billion in first quarter 2025

PUTRAJAYA, 19 JUNE, 2025 – Domestic tourism expenditure for the first quarter of 2025 recorded RM29.4 billion, increased 22.1 per cent year-on-year. The number of domestic visitors in Malaysia experienced a significant surge to record 69.7 million visitors for the first quarter 2025, increased 18.9 per cent as compared to the same quarter of previous year. Meanwhile, for quarter-on-quarter comparison, domestic visitors increased 4.3 per cent as compared to fourth quarter of 2024. The number of domestic tourists in the first quarter 2025 increased 37.6 per cent compared to the first quarter 2024, recording 25.2 million tourists. These insights were highlighted in the **MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS) 2024 AND BULLETIN OF MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS), FIRST QUARTER 2025**, released today by the Department of Statistics Malaysia (DOSM). The report also present annual statistics on visitor arrivals, tourism expenditure, travel patterns, and social & demographic characteristics of domestic visitors in 2024.

Malaysia's domestic tourism sector recorded substantial growth in 2024, with total expenditure by domestic visitors reaching RM106.7 billion, an increase of 25.6 per cent from RM84.9 billion in 2023. This expansion was underpinned by increased spending from

both tourists and excursionists, who registered growth rates of 20.6 per cent and 33.8 per cent respectively. Tourists continued to contribute the largest share of total expenditure at 59.0 per cent, although this represented a slight decline from 61.5 per cent in the previous year. The average length of stay increased moderately to 2.49 nights in 2024 from 2.45 nights in 2023, indicating a gradual extension in the duration of domestic trips.

Chief Statistician of Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin, stated that the number of domestic visitors rose by 21.7 per cent to 260.1 million in 2024, compared to 213.7 million in 2023. The increase in domestic travel activity was notably supported by seasonal factors in the first quarter, including Chinese New Year celebration, the month of Ramadhan and preparation of Hari Raya Aidilfitri and school holidays, all of which contributed to heightened tourism-related movement and expenditure.

Regarding transportation modes, 97.6 per cent of domestic visitors utilised land transport, while air travel accounted for only 2.1 per cent. In terms of accommodation preferences, 60.4 per cent of tourists stayed with relatives or friends. Meanwhile, the proportion of tourists opting for paid accommodations increased, with hotel stays representing 21.7 per cent of overnight stays and homestay usage rising from 6.7 per cent in 2023 to 8.6 per cent in 2024. Visiting relatives and friends remained the primary purpose of domestic travel, accounting for 34.6 per cent of all trips in 2024, a slight increase from 33.6 per cent in 2023. Conversely, travel motivated by shopping declined to 27.6 per cent from 32.6 per cent the previous year. Despite this decrease, shopping continued to be the largest expenditure category, constituting 37.4 per cent of total domestic tourism spending, followed by food and beverages at 16.2 per cent and purchase of automotive fuel at 12.7 per cent.

At the regional level, Selangor was the most visited state, attracting 34.5 million domestic visitors, followed by the Federal Territory of Kuala Lumpur with 27.0 million, and Perak with 21.8 million visitors. Notably, Perak experienced a substantial increase in arrivals, rising by 36.1 per cent to 10.2 million in 2024 from 7.5 million in 2023. Overall, Malaysia's domestic tourism sector in 2024 demonstrated robust and broad-based growth, driven by increased visitor numbers, higher expenditure, and evolving travel patterns. While traditional travel

purposes such as visiting relatives remain dominant, growing interest in leisure, events, and experiential tourism reflect an increasingly dynamic and diversified market.

ASEAN-Malaysia 2025 Chairmanship: The Department of Statistics Malaysia (DOSM) will chair the 15th ASEAN Community Statistical System Committee (ACSS15) which aims to strengthen the statistical cooperation towards sustainable regional development.

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 198 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

The Government of Malaysia has declared October 20th as National Statistics Day (MyStats Day), with the theme 'Statistics is the Essence of Life'. Meanwhile, the Fourth World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

Chart 1: Number of Domestic Visitors by Quarter, 2022 – 2025

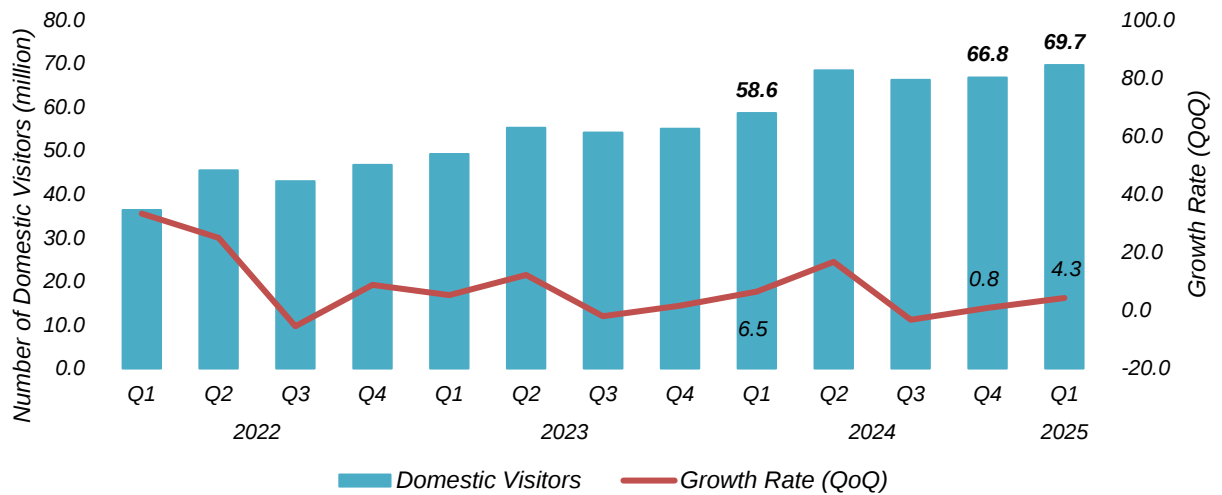


Chart 2: Total Domestic Tourism Expenditure by Quarter, 2022 – 2025

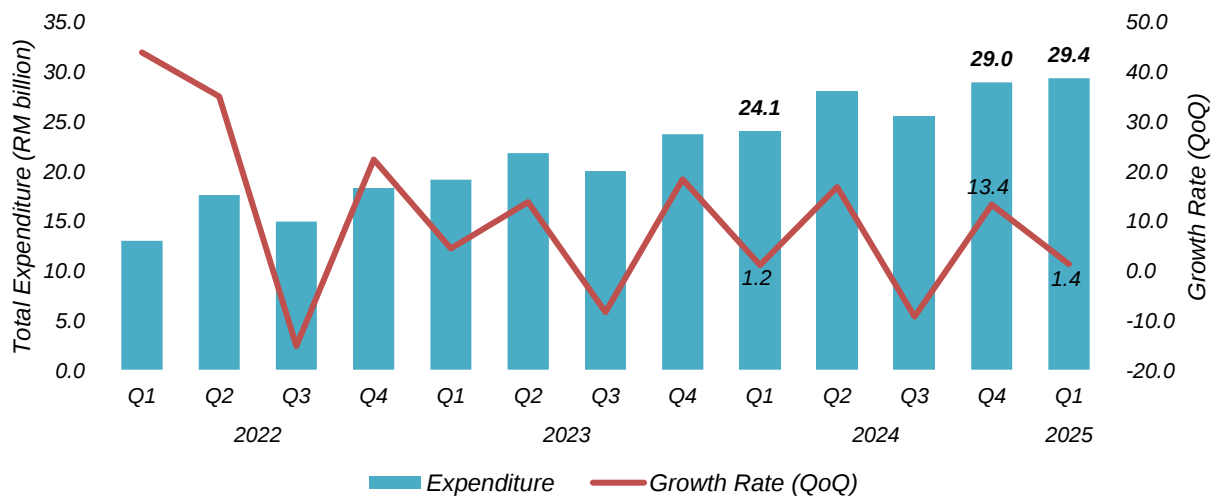


Chart 3: Total Domestic Tourists by Quarter, 2022 – 2025

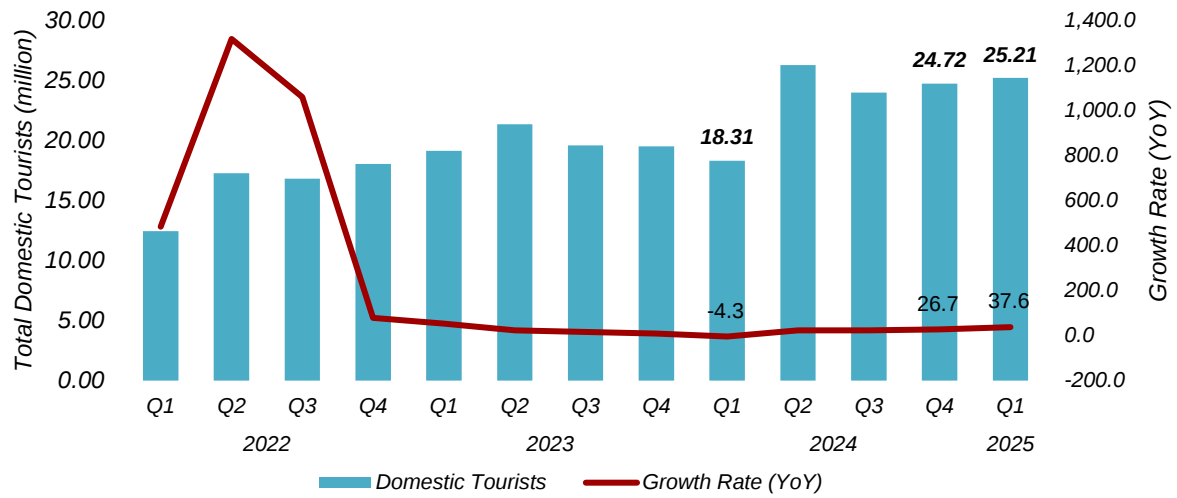


Chart 4: Number of Domestic Visitors in Malaysia, 2017 – 2024

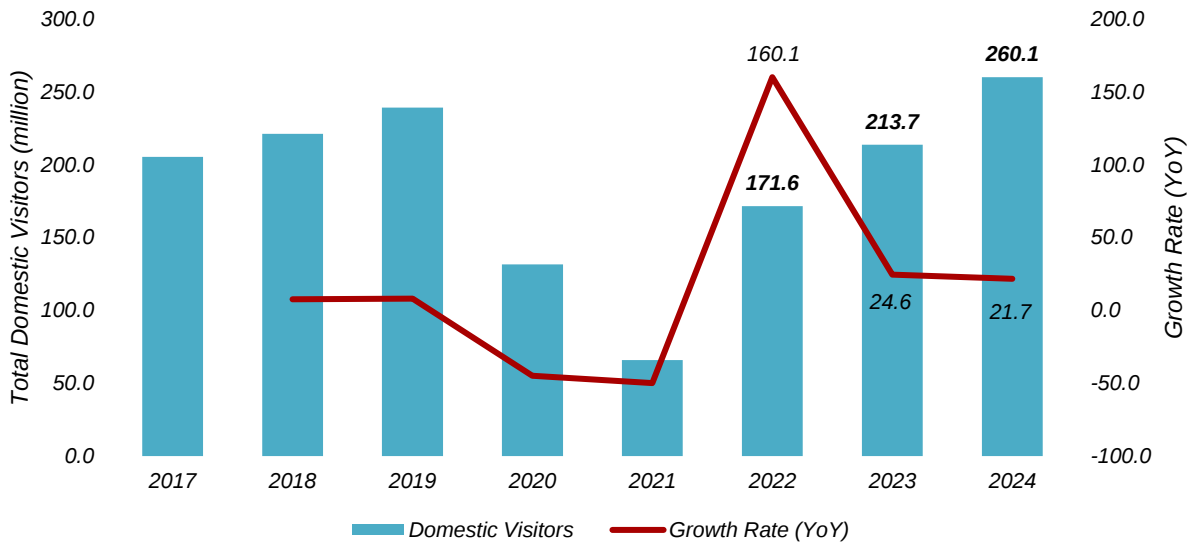


Chart 5: Total Expenditure of Malaysia's Domestic Visitors, 2017 – 2024

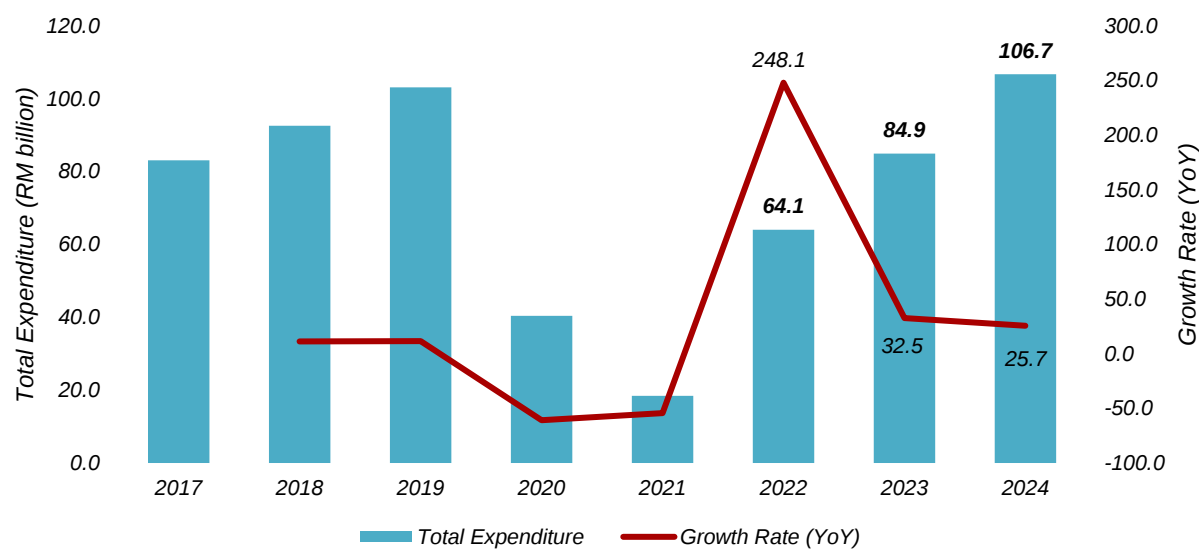


Table 1: Percentage Distribution of Tourists by Type of Accommodation, 2020 - 2024

Type of Accommodation	Percentage (%)				
	2020	2021	2022	2023	2024
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>
<i>Relatives'& friends' house</i>	<i>65.1</i>	<i>58.6</i>	<i>67.9</i>	<i>61.3</i>	<i>60.4</i>
<i>Hotel</i>	<i>24.1</i>	<i>29.5</i>	<i>21.2</i>	<i>22.3</i>	<i>21.7</i>
<i>Chalet</i>	<i>0.8</i>	<i>3.1</i>	<i>1.9</i>	<i>3.1</i>	<i>2.0</i>
<i>Apartment</i>	<i>2.3</i>	<i>2.6</i>	<i>3.3</i>	<i>3.9</i>	<i>4.7</i>
<i>Homestay/ Vacation homes</i>	<i>3.8</i>	<i>4.5</i>	<i>3.4</i>	<i>6.7</i>	<i>8.6</i>
<i>Rest house</i>	<i>3.9</i>	<i>1.7</i>	<i>2.3</i>	<i>2.7</i>	<i>2.6</i>

Table 2: Percentage Distribution of Domestic Visitors by Mode of Transport, 2020 - 2024

Mode of Transport	2020	2021	2022	2023	2024
	Visitors	Visitors	Visitors	Visitors	Visitors
	(%)	(%)	(%)	(%)	(%)
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>
<i>Air</i>	<i>1.0</i>	<i>1.1</i>	<i>1.7</i>	<i>1.8</i>	<i>2.1</i>
<i>Water</i>	<i>0.4</i>	<i>0.3</i>	<i>0.3</i>	<i>0.3</i>	<i>0.3</i>
<i>Land</i>	<i>98.6</i>	<i>98.6</i>	<i>98.0</i>	<i>97.9</i>	<i>97.6</i>
<i>Private vehicle</i>	<i>95.2</i>	<i>97.2</i>	<i>96.7</i>	<i>91.7</i>	<i>90.9</i>
<i>Taxi</i>	<i>2.0</i>	<i>1.3</i>	<i>1.8</i>	<i>4.6</i>	<i>4.1</i>
<i>Bus</i>	<i>2.4</i>	<i>1.1</i>	<i>0.8</i>	<i>3.2</i>	<i>3.9</i>
<i>Train</i>	<i>0.4</i>	<i>0.4</i>	<i>0.7</i>	<i>0.5</i>	<i>1.1</i>

Table 5: Domestic Tourism Trips by Main Purpose of Visit, 2020 - 2024

Purpose	2020	2021	2022	2023	2024
	Percentage Share (%)				
<i>Visiting relatives & friends</i>	32.0	24.2	33.7	33.6	34.6
<i>Shopping</i>	42.3	36.4	29.9	32.6	27.6
<i>Holiday/ leisure/ relaxation</i>	16.9	15.5	16.4	17.9	14.6
<i>Incentive travel/ others</i>	1.4	5.4	8.9	5.4	10.7
<i>Entertainment/ attending special event/ sports</i>	1.7	6.6	5.0	4.8	5.7
<i>Medical treatment/ wellness</i>	4.2	10.3	4.4	3.9	4.5
<i>Religious worship/ visit places of worship</i>	0.6	0.4	0.9	1.1	1.5
<i>Official business/ business/ education</i>	0.9	1.2	0.8	0.7	0.8
Total	100.0	100.0	100.0	100.0	100.0

Released by:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
19 JUNE 2025